



# USDA Weekly Retail Turkey Feature Activity

Fri. Mar 02, 2007

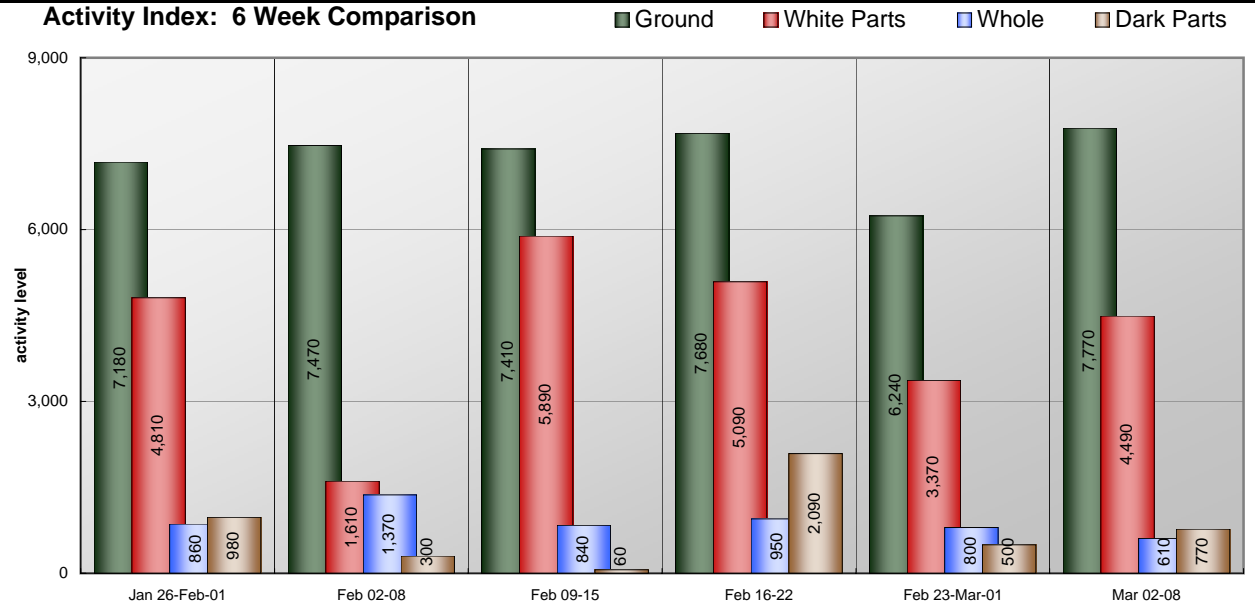
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/02 thru 03/08.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	45.1% of 17,000 outlets		45.7% of 17,000 outlets		54.2% of 17,000 outlets	
Special Rate 4/	4.7%		4.9%		11.8%	
Activity Index 2/	14,570		11,820		15,370	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	10	1.29	260	1.16	50	0.97
" - Toms						
Frozen - Hens	230	1.18	270	0.97	1,480	0.98
" - Toms	370	0.96	270	0.97	1,320	0.98
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	590	1.78	540	1.76	590	2.13
Frozen	760	1.66	740	1.50	1,770	1.18
<b>Hotel Style</b>						
Fresh	140	0.99	50	1.29	320	1.13
Frozen						
<b>Split, bone-in</b>						
Fresh	310	1.99	10	2.99	490	1.99
Rotisserie	430	6.97	710	6.40	870	5.63
<b>Boneless, whole</b>						
Cutlets	1,110	4.30	1,080	4.03	120	3.77
Cutlets, thin sliced	160	4.75	180	4.78	720	3.85
Strips	50	3.99				
Tenders	870	3.98	60	3.59	440	3.55
Marinated Tenders	820	3.62	650	3.81		
<b>Drumsticks</b>						
Thighs	360	1.06	330	1.41	220	0.99
Wings	50	1.49	60	1.48		
Necks	310	0.99	100	1.35	220	0.99
			10	1.49		
Smoked Drumsticks	40	1.98			40	1.56
Smoked Wings	10	2.49			10	2.29
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	7,770	2.85	6,240	2.54	6,710	2.48
Sausage	1,260	2.91	990	2.77	700	2.72
85% lean	1,090	2.60	410	2.45	1,200	2.42
93% lean	570	1.67	460	1.43	310	1.40
Breast	2,800	2.32	3,550	2.31	2,880	1.98
	2,050	3.98	830	3.92	1,620	3.53
Rolls (frsh/frz 1 lb.)	110	1.52	260	1.00	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

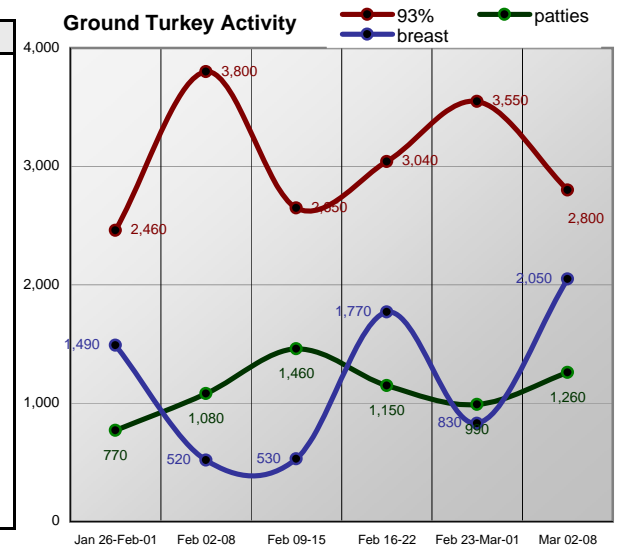
### Activity Index: 6 Week Comparison



### Turkey Featuring - 03/02 thru 03/08

Turkey is much more visible in ad space this week as supermarkets offer a wide-range of items to stimulate consumer interest. A few stores are offering whole birds but ad pricing is inconsistent. Breast cuts, bone-in and boneless, frequent ads at mostly higher average price levels. Dark parts continue to enjoy modest featuring on lower-trending prices. Featuring of ground turkey lead all categories this week with all types well-represented and at much higher average sale prices than the same period last week and last year. Featuring is particularly active in the Western region of the U.S. with nearly 3/4's of all sampled stores offering turkey to shoppers. With the approach of the Easter/Passover season, a few stores have begun to run seasonal whole-body turkey promotions with more activity to follow in the coming weeks.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	38.2% of 7,900 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 6,140			36.3% of 5,200 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 2,390			70.6% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,930		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.29	10	1.29						
" - Toms									
Frozen - Hens	0.79 - 1.39	230	1.18						
" - Toms	0.79 - 1.39	230	1.18	0.59	120	0.59	0.68	20	0.68
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.29 - 2.29	360	1.73	1.29	10	1.29	1.69 - 1.99	220	1.88
Frozen	1.19 - 1.69	230	1.65	1.39 - 1.79	30	1.49	0.99 - 1.79	500	1.68
Hotel Style									
Fresh	0.99	140	0.99						
Frozen									
Split, bone-in									
Fresh	1.99	310	1.99						
Rotisserie	5.99 - 7.99	240	7.91	3.49 - 7.99	190	5.78			
Boneless, whole	3.39	70	3.39						
Cutlets	3.29 - 3.99	330	3.83	4.54	220	4.54	3.99 - 4.54	560	4.48
Cutlets, thin sliced	3.49 - 4.99	160	4.75						
Strips							3.99	50	3.99
Tenders				3.49 - 3.99	230	3.96	3.99	640	3.99
Marinated Tenders	3.49 - 3.99	360	3.92	2.66 - 3.99	10	3.17	2.66 - 3.73	450	3.40
Drumsticks				1.49	50	1.49	0.99	310	0.99
Thighs				1.49	50	1.49			
Wings							0.99	310	0.99
Necks									
Smoked Drumsticks				1.69 - 2.49	40	1.98			
Smoked Wings				2.49	10	2.49			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.50	670	2.49	2.00 - 3.00	90	2.74	3.50	500	3.50
Sausage	2.29 - 2.99	520	2.51	2.39 - 3.00	320	2.53	2.87	250	2.87
85% lean	1.53 - 1.78	230	1.73	1.48 - 1.78	340	1.63			
93% lean	1.87 - 2.60	1,550	2.27	1.98 - 2.49	430	2.21	1.99 - 2.80	820	2.49
Breast (99-100% lean)	3.30 - 3.99	500	3.95	3.69 - 3.99	250	3.96	3.99	1,300	3.99
Rolls (frsh/frz 1 lb.)	1.49	10	1.49	1.19 - 1.79	100	1.52			